

SURE YOU INHALE!

SO BE SURE ABOUT YOUR CIGARETTE

All smokers sometimes inhale.
But—your throat need not be
punished!

Proved and reported by
eminent doctors who *compared*
the leading popular cigarettes:

IN STRIKING CONTRAST TO PHILIP MORRIS
—IRRITANT EFFECTS OF THE FOUR OTHER
LEADING BRANDS AVERAGED MORE THAN
THREE TIMES AS HIGH—AND LASTED MORE
THAN FIVE TIMES AS LONG!

A basic difference in manu-
facture makes PHILIP MORRIS
better for your nose and throat
—besides being better tasting!



CALL FOR PHILIP MORRIS

America's *Finest* Cigarette!

MORE PLEASURE
IN EVERY PUFF
PLUS PROTECTION



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